



North Carolina Nurses Association 2019 Advertising Prospectus

With approximately 6,550 subscribers (and growing!), NCNA can help get your message out to registered nurses, from all scopes of practice, across the state of North Carolina. Our subscribers tend to be some of the most active in the profession, and include hospital administrators, educators, nursing students, private practice owners, and other decision-makers from across the state.

PUBLICATIONS

Tar Heel Nurse (page 2)

- Official publication of NCNA
- Approximately 6,550 subscribers
- Published six times per year
- Issue size is 16-24 pages

Inside NCNA (page 3)

- Monthly e-newsletter
- Approximately 6,550 subscribers
- Published on the first Wednesday of every month

APRN e-News (page 3)

- Monthly e-newsletter for advanced practice registered nurses
- Includes Nurse Practitioners, Certified Registered Nurse Anesthetists, Certified Nurse Midwives, and Clinical Nurse Specialists
- Approximately 1,900 subscribers
- Published on the third Wednesday of every month

IMPORTANT NOTES

- We encourage you to reserve your space early, as opportunities are limited.
- Acceptance of advertising does not imply NCNA endorsement or approval of the advertised item or the claims made.
- NCNA reserves the right to deny any advertising requests without explanation.

PLACING AN AD

Contact Kristin Goins at kristingoins@ncnurses.org or (919) 821-4250.

Other Ways to Advertise with NCNA:

- **Exhibit (or Sponsor!) at an NCNA Event.** Contact Kristin Goins at kristingoins@ncnurses.org.
- **Post a job in the NCNA Career Center.** They can be posted for all nurses to see (NCNA members and non-members). Everything is handled directly through the Career Center site — to find out more, go to the [NCNA Career Center](#).

Tar Heel Nurse

The Tar Heel Nurse is the official publication of the North Carolina Nurses Association. It is published six times per year. Annual subscription rate is \$36. Finished page size is 8 1/2 x 11 inches. Issue size is 16-24 pages. The Tar Heel Nurse is **DISTRIBUTED TO APPROXIMATELY 6,550 SUBSCRIBERS**; including all members of NCNA, other in-state and out-of-state nursing organizations, allied health organizations, and libraries.

Advertising Sizes & Rates

BLACK & WHITE

| Ad Size | 1x | 3x or more | All 6 Issues |
|--|-------|-----------------|-----------------|
| Full Page (7.5" x 10") | \$890 | \$715 per issue | \$620 per issue |
| 1/2 Page (7.5" x 4.75" <u>or</u> 3.625" x 10") | \$620 | \$495 per issue | \$430 per issue |
| 1/3 Page (7.5" x 3.25" <u>or</u> 2.375" x 10") | \$480 | \$385 per issue | \$335 per issue |
| 1/4 Page (3.67" x 4.75") | \$415 | \$333 per issue | \$285 per issue |
| Each Column Inch (2.375" x 1") | \$110 | | |

COLOR

Inside Front Cover

| Ad Size | 1x | 3x or more |
|-----------|---------|-----------------|
| Full Page | \$1,105 | \$940 per issue |

Inside Back Cover

| Ad Size | 1x | 3x or more |
|-----------|---------|-----------------|
| Full Page | \$1,105 | \$940 per issue |
| 1/2 Page | \$835 | \$710 per issue |

Outside Back Cover

(prime location)

| Ad Size | 1x | 3x or more |
|-----------|-------------------------|-----------------|
| Full Page | -----Not Available----- | |
| 1/2 Page | \$915 | \$780 per issue |
| 1/3 Page | \$755 | \$640 per issue |
| 1/4 Page | \$685 | \$580 per issue |

Note:

- Color ad space goes quickly in each issue.
- If you are unable to send camera-ready copy, NCNA is able to type set advertisements for an additional 15%.

Advertising Deadlines

| | RESERVE AD SPACE BY: | AD COPY TO NCNA BY: |
|-----------------------------|----------------------|---------------------|
| Winter 2019 Edition | November 15, 2018 | December 6, 2018 |
| Spring 2019 Edition | January 18, 2019 | February 15, 2019 |
| Special Spring 2019 Edition | March 15, 2019 | April 5, 2019 |
| Summer 2019 Edition | May 17, 2019 | June 7, 2019 |
| Fall 2019 Edition | July 12, 2019 | August 9, 2019 |
| Special Fall 2019 Edition | August 28, 2019 | September 20, 2019 |
| Winter 2020 Edition | November 15, 2019 | December 6, 2019 |

Reserve your space now for this limited availability electronic advertising opportunity. This is the only advertising opportunity currently offered by NCNA that will reach the e-mail inboxes of thousands of North Carolina nurses.

Inside NCNA

- Approximately 6,550 subscribers
- Published on the first Wednesday of every month

APRN e-News

- For advanced practice nurses; includes Nurse Practitioners, Certified Registered Nurse Anesthetists, Certified Nurse Midwives, and Clinical Nurse Specialists
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Ad Options

1) EXCLUSIVE SPONSORSHIP

**limited to only 1 sponsor per issue*

Benefits: Large full-color logo prominently displayed "above the fold" of the e-mail newsletter with no other sponsors present in the same issue, a click through link to the webpage of your choice, and up to 100 words with additional information.

| | One Issue | Two Issues |
|--------------------|------------------|-------------------------|
| Inside NCNA | \$500 | \$810 (\$405 per issue) |
| APRN e-News | \$385 | \$610 (\$305 per issue) |

**You may elect to schedule sponsorship of two consecutive issues or distribute them throughout the calendar year based on availability.*

2) CLASSIFIED ADS

Opportunities are available to place text only ads of any kind within the body of each e-mail newsletter. These ads must be 100 words or less in paragraph form, and can include up to two links embedded anywhere in text (additional links are \$15 each).

The fees listed below are for one ad, one newsletter only.

| | |
|--------------------------|-------|
| 50 words or less: | \$190 |
| 51-100 words: | \$310 |